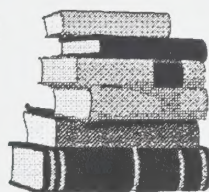


CITYVIEW

City of Hamilton Planning and Development Department

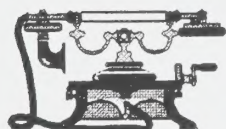
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URBAN COMMERCIAL AREAS**Where can you:**

buy a Sunday paper or a good book?



go out for a great meal?

**Antiques**

go antique shopping?



buy some groceries?

all within walking distance of your home?

Montreal, Toronto, Boston, San Francisco, Hamilton? Hamilton? Yes, Hamilton, really. Living in urban Hamilton presents a whole host of commercial shopping opportunities: distinct commercial shopping choices, unique services and goods found only in certain parts of the City. And, these shopping areas are close to some great neighbourhoods.

Like so much of urban Hamilton, the commercial shopping areas present the City's retail history - from the very early days of shopping downtown to the long stretches of streets with stores on the ground floor and apartments above. Commercial shopping areas served the needs of people living nearby. Most of the things you needed for your home could be found on the adjoining commercial streets - Barton, Locke, Concession, Ottawa, Kenilworth, King Street Hamilton has changed - the City has grown onto the Mountain, the nature of commercial development has changed, and the choices for consumers and businesses are different now.

Shopping in urban Hamilton is also about change and evolution - the changes in stores from street commercial to plazas; the decline of some commercial areas (e.g. Barton Street); and the evolution of commercial shopping areas into their unique, distinct role in Hamilton. Commercial areas in urban Hamilton are in the middle of the evolution: some have created their own unique identity while others are in transition. The next two pages outline the urban commercial areas, their evolution, some trends, and some issues.

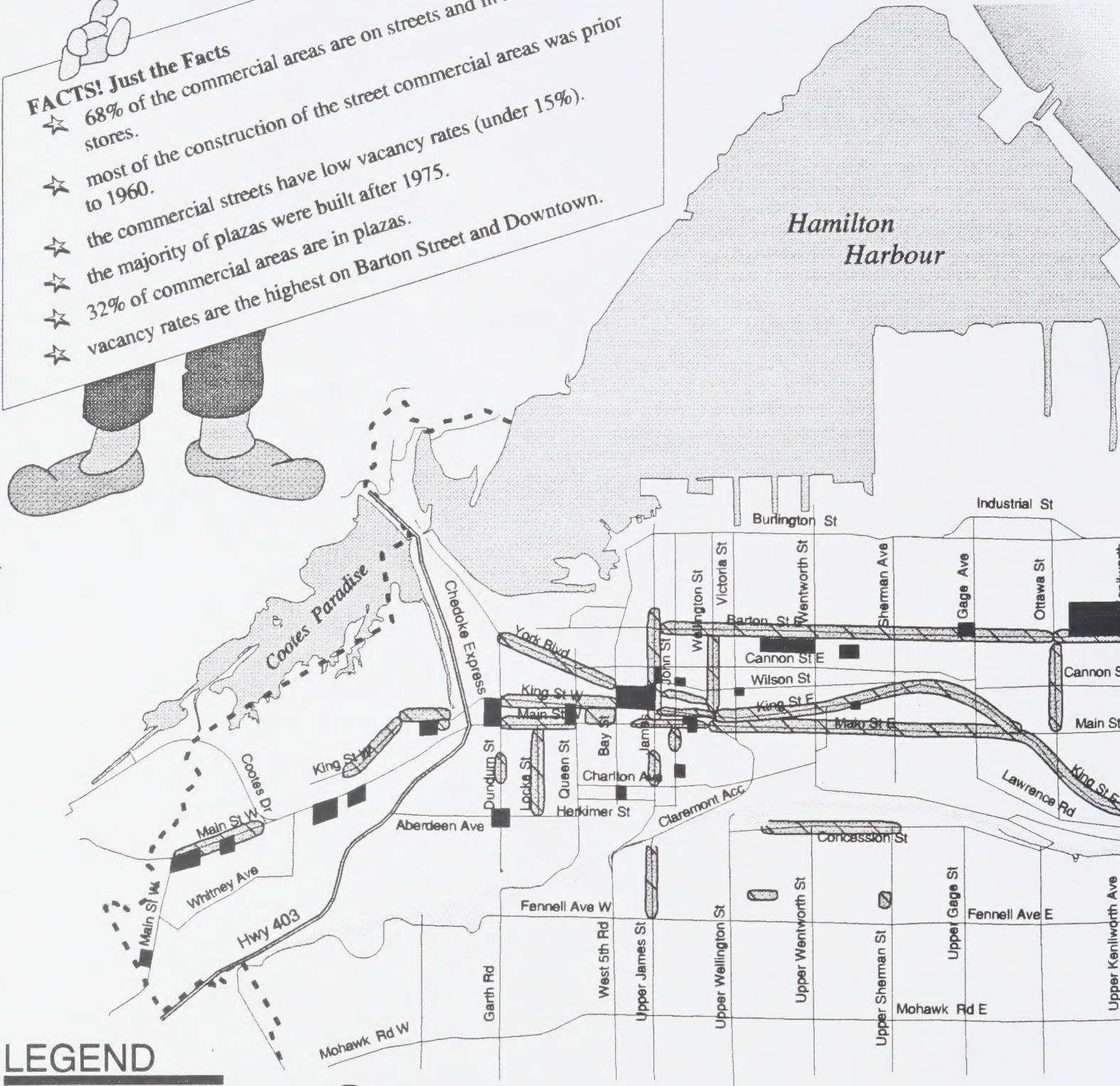
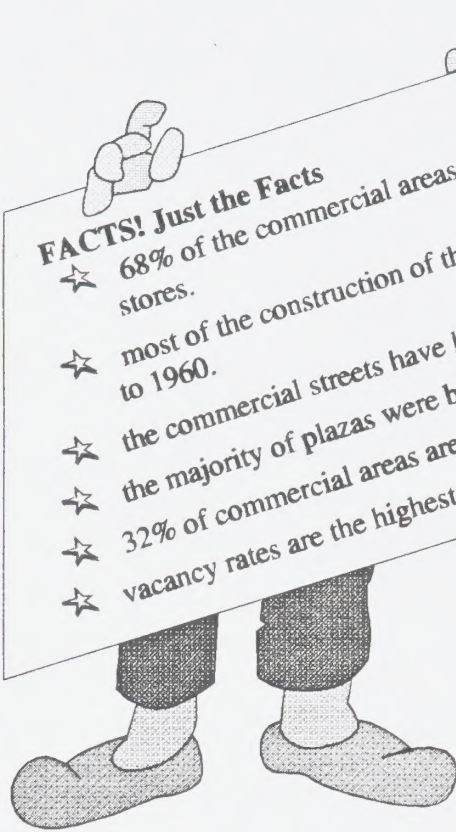


HAMILTON'S PLAN FOR TOMORROW

URBAN COMM

FACTS! Just the Facts

- ☆ 68% of the commercial areas are on streets and in neighbourhood stores.
- ☆ most of the construction of the street commercial areas was prior to 1960.
- ☆ the commercial streets have low vacancy rates (under 15%).
- ☆ the majority of plazas were built after 1975.
- ☆ 32% of commercial areas are in plazas.
- ☆ vacancy rates are the highest on Barton Street and Downtown.



LEGEND

 Commercial Strip Area

 Plaza



COMMERCIAL AREAS

ARE THE COMMERCIAL STRIPS DIFFERENT FROM EACH OTHER?

They certainly are!

In the early part of the century, the commercial areas had similar functions - they supplied the goods and services for the surrounding residential areas. Most of the stores were small specialized stores such as the baker, chemist and butcher. As transportation improved, these commercial areas started to change. People no longer depended on the local stores for their retail needs.

Today, some of the commercial strips still primarily serve the neighbourhoods (i.e. Westdale, Concession Street).

Many of the commercial strips along the busier streets such as King, Main, Barton, Parkdale and Kenilworth have a few different functions. There are many local stores, there are specialized shops such as appliance stores, clothing store that serve a larger population and you find more services along these strips (i.e. offices, photographers, etc.).

Still, others have developed a unique niche. Ottawa Street is known for its textiles. People from far and wide to shop in for their fabrics. Locke Street has several antique stores. Hess Village is a pedestrian-oriented area with great restaurants and interesting boutiques. For many years, the Jazz festival has been held there!

Specialized commercial areas developed to serve different ethnic groups such as James Street North which caters to the Italian/Portuguese community, Barton Street which serves the Polish community and more.

As you can see, commercial areas are very important to the City not only from the economic benefits but also from the social and cultural aspects.

WHAT IS A BIA? WHY ARE THEY IMPORTANT?

A Business Improvement Area, better know as a BIA, is a group of businesses, within one geographic area, that form an association with the goal of building a stronger business area. Their primary goals are making their surroundings more attractive (i.e. planters, benches, flowers, etc.) and promoting their area as a great place to shop, eat and do business. Each of the businesses within the BIA pays a special fee to be a part of the BIA.

Why are they important? For the businesses, it provides an opportunity to make the commercial areas more attractive and more economically viable. For the City, it helps strengthen the tax base, and helps reduce the decay of both the area and the surrounding neighbourhoods.

Where are the BIA's:

- ★ Barton Street, (between Wellington St. and Wentworth St.);
- ★ Concession Street, (between East 17th St. and East 25th St.);
- ★ Downtown Hamilton, (King St. E. from James St. to Mary St.);
- ★ International Village, (King St. E. from Mary St. to Wellington St.);
- ★ Main Street West Esplanade, (between Locke St. to Queen St.);
- ★ Ottawa Street, (between Barton St. E. and Main St. E.); and,
- ★ Westdale, (King St. W., Sterling St. to North Oval).



HAMILTON'S PLAN FOR TOMORROW

Challenges for the next Century ...

Commercial areas in urban Hamilton are surprisingly successful. When you think about it, the only area facing real difficulty (outside of downtown) is Barton Street. The other areas have identified their own unique role in the commercial network in Hamilton, have low vacancy rates, thriving businesses, and are busy places for consumers. Building on this success is one key to the future in urban Hamilton.

The challenges for urban Hamilton are ensuring the long-term success of the existing areas and providing opportunities to enhance, strengthen, and revitalize those areas with higher vacancy rates, fewer consumers, and businesses facing decline. Making sure the existing successful commercial areas remain viable and continue to thrive is an integral part of urban Hamilton in the next century. It's not just about choices for consumers - the commercial areas provide jobs and contribute to the economy.

Keeping all this in mind, here are some questions to think about:

- ◆ Does your vision of urban Hamilton include the long stretches of commercial shopping areas? What should be done to ensure the long-term success of the commercial areas in urban Hamilton?
- ◆ Given the historical context of commercial areas in urban Hamilton, how much more modern (i.e. plaza type) development should be allowed? Where should the plazas be located? How big should the plazas be?
- ◆ What are your thoughts about Barton Street? It's an area clearly in transition - what role should be defined for Barton Street? Is it a commercial area that still serves local residents? Is it a role in the broader City context?
- ◆ Downtown's future is an integral part of urban Hamilton, but its also about downtown's role in the City as a whole. For these reasons, there are two separate discussion brochures on downtown. There are a whole host of questions and issues related to downtown; please take a look at those brochures and include downtown in your vision of Hamilton's future.

For further information on this brochure, please contact Mary Lou Tanner at (905) 546-4148.



CITYVIEW

CityView Hamilton's Plan for Tomorrow is your opportunity to present your ideas and thoughts on the future of Hamilton.

Your ideas will ultimately form the basis of a new Official Plan for the City of Hamilton.

Staff of Hamilton's Planning and Development Department are available to answer your questions on any facet of CityView.

Ways to Contact Us...

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